

## Parliament. The recessed filter cigarette.



1. Deep-sea diver Jeff Hollnaki couldn't fathom the idea of smoking without his cigarette holder. Because it gave him clean taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It adds new depth to clean taste.

It works like a  
cigarette holder works.  
For good taste.



Kings: 15 mg. "tar," 0.9 mg. nicotine—  
Box: 14 mg. "tar," 0.8 mg. nicotine—  
av. per cigarette, FTC Report Apr. '75

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

